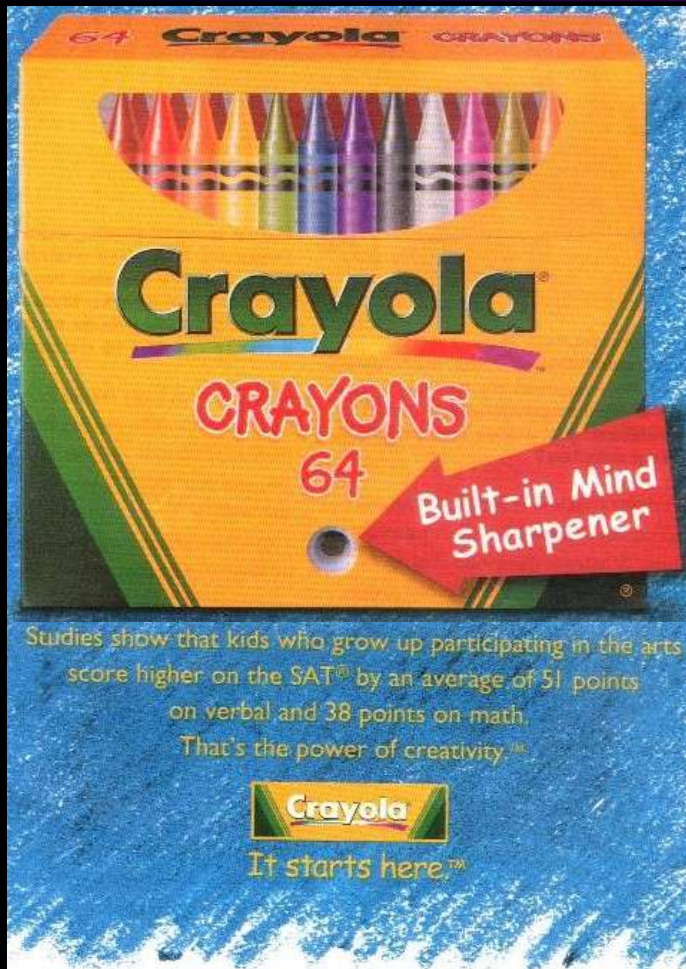


EMOTIONAL APPEALS IN PERSUASIVE WRITING



How writers and advertisers use your feelings to get you to agree with them.

EMOTIONAL APPEALS IN PERSUASIVE WRITING



Writers and advertisers use many techniques to convince you to agree with them or buy their product.

An emotional appeal tries to make the reader connect the writer's message with an important feeling.

TYPES OF EMOTIONAL APPEALS



Loaded Language

Basic Needs

Bandwagon

Testimonial

Snob Appeal

LOADED LANGUAGE



The loaded language technique uses words that cause a strong feeling.

Once the reader is feeling strongly, he or she may be more likely to agree with the writer.

LOADED LANGUAGE

- When a mother reads the word “groovy” in this ad for a popular kids’ lunch box food, what emotion do you think she will feel?
- What could this feeling make her want to do?



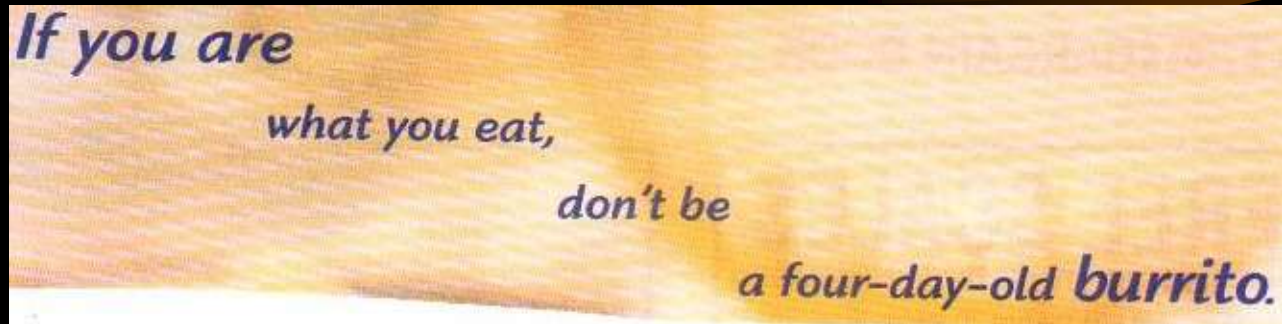
Basic Needs

The basic needs technique
tries to connect your need for

- Love
- Safety and security
- Convenience
- Health
- Money

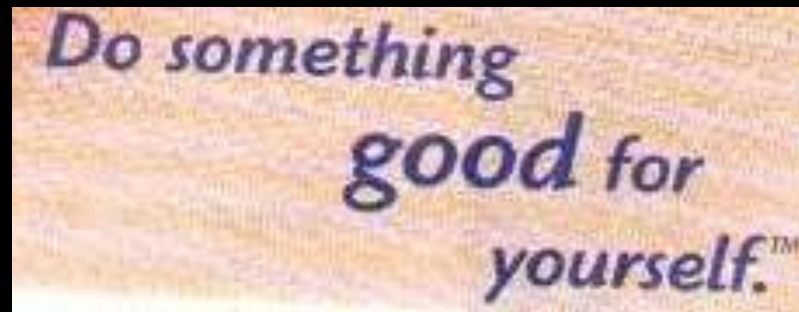
to agreement with the writer's
opinion.

BASIC NEEDS

A close-up photograph of a burrito, showing the texture of the tortilla and the filling. Overlaid on the image is the text: "If you are what you eat, don't be a four-day-old burrito." The text is in a dark, serif font, with "burrito" in a slightly larger, bold font.

*If you are
what you eat,
don't be
a four-day-old burrito.*

- This example came from an ad for a low fat frozen dinner. What basic need does it appeal to?

A close-up photograph of a frozen dinner box, showing the texture of the cardboard. Overlaid on the image is the text: "Do something good for yourself." The text is in a dark, serif font, with "good" in a slightly larger, bold font.

*Do something
good for
yourself.™*

BANDWAGON

The bandwagon technique appeals to the reader's need to belong and to do what everyone is doing.

WHY THE WORLD THINKS NIVEA Q10 WRINKLE CONTROL IS BETTER.

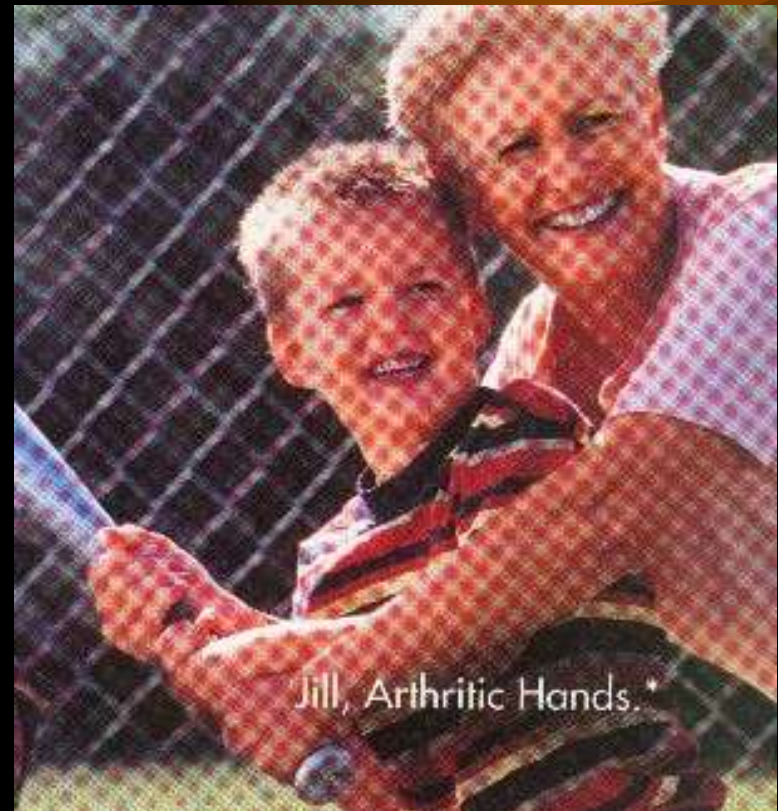
*It doesn't irritate like AHAs and Retinols can.
Instead, it uses the same anti-aging Q10 that's already in your skin. No wonder
it's the world's #1 anti-wrinkle creme.*

*Should you buy a product
just because it is the
most popular?*

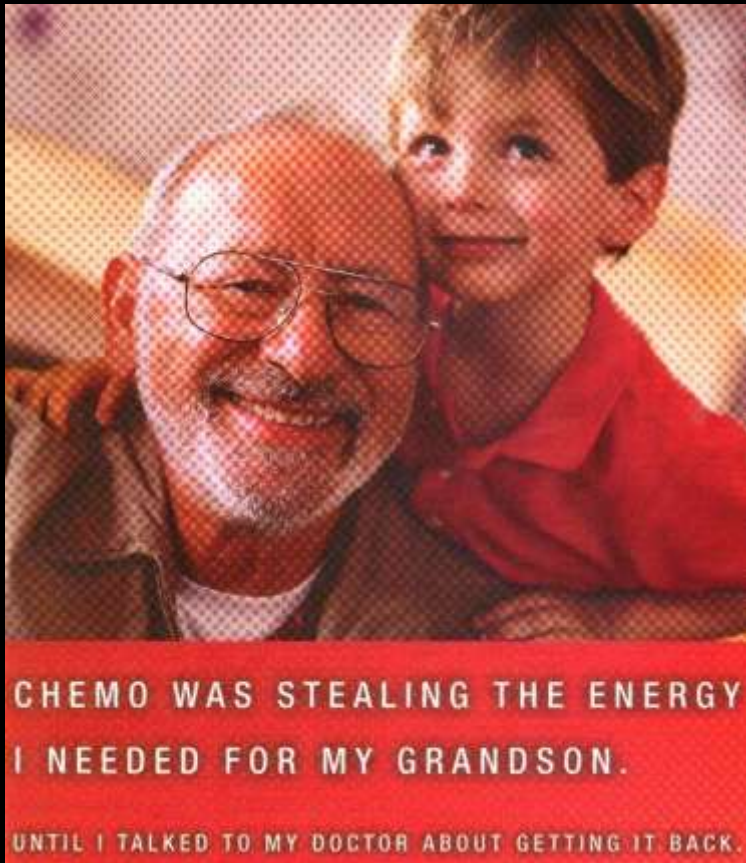
TESTIMONIAL

The testimonial technique uses a *famous* person or someone who looks like a *normal, average* person.

The testimonial tries to connect the writer's opinion to the reader's feeling about this person.



TESTIMONIAL



- This man seems like a normal, likeable guy.
- The text is written as if he is talking directly to the reader.
- The picture also uses another emotional appeal. Can you identify it?

SNOB APPEAL



- Snob appeal is a technique that uses the reader's desire to be better than others and connects this feeling to the writer's opinion.
- “Better” can mean more beautiful, more athletic, smarter, or richer than the average person.

SNOB APPEAL

- This model is Cybil Shepard, who is popular with older adults.
- Advertisers use famous models to sell clothing because many people want to look as beautiful as the model.



Conclusion



- Emotional appeal techniques can be extremely effective in persuading the reader to act on a feeling.
- As readers of persuasive writing, we must learn to recognize emotional appeals.
- If we focus on the facts instead of the feelings, we will make a better decision about the writer's opinion.